

What is claimed is:

1. A method for operating a site providing encrypted contents, using a site server as a medium in a computer network system wherein the site server and customer computers are connected through a communication network, the method comprising the steps of:

5 (a) determining whether or not a customer accessing the site is a registered subscriber;

(b) automatically generating a customer-unique encryption key, establishing the site, and logging-in through a main page wherein the customer can select desired contents, when it is determined that the
10 customer accessing the site is a non-subscriber in the step (a) and the non-subscriber customer requests to register as a subscriber by providing personal information to the site server;

(c) logging in through the main page wherein the customer can select desired contents when, in the step (a), it is determined that the
15 customer accessing the site is a subscriber using customer information provided by the customer computer; and

(d) providing the content selected using the customer computer to the customer computer, after encrypting the content with the customer-unique encryption key.

2. The method of claim 1, wherein in the step (b),
establishing the site is performed using environment information from
the customer computer.

3. The method of claim 1, wherein in the step (a), the site server
determines whether or not the customer accessing the site is a
registered subscriber.

4. The method of claim 2, wherein in the step (b), the
customer's personal information includes the customer's name,
resident registration number, identification (ID), and password, and the
customer-unique encryption key is generated using the resident
5 registration number of the customer.

5. The method of claim 2, wherein in the step (b),
establishing the site using environment information from the customer
computer comprises the steps of:

(b1) providing and installing the customer-unique encryption key
5 and a computer-dedicated player for reproducing contents in the
customer computer;

(b2) providing sample content encrypted using the customer-
unique encryption key to the customer computer;

(b3) deciphering the encrypted sample content with the
10 customer-unique encryption key stored in the customer computer and

performing a reproduction test by checking whether or not the deciphered sample content can be reproduced by the installed computer-dedicated player.

6. The method of claim 4, wherein establishing the site using environment information from the customer computer comprises the steps of:

(b1) providing and installing the customer-unique encryption key
5 and a computer-dedicated player for reproducing the contents in the customer computer;

(b2) providing sample content encrypted using the customer-unique encryption key to the customer computer;

(b3) deciphering the encrypted content with the customer-unique
10 encryption key stored in the customer computer and performing a reproduction test by checking whether or not the deciphered sample content can be reproduced by the installed computer-dedicated player.

7. The method of claim 1, wherein in the step (b), the site is established using environment information from a portable player when the site server installs, in the customer computer, an extended program for controlling data transmission to the portable player that is
5 connected to the customer computer, at the request of the customer computer..

8. The method of claim 7, wherein establishing the site using environment information from the portable player comprises the steps of:

(e) the site server providing and installing the extended program
5 to the customer computer at the request of the customer computer;

(f) providing the customer-unique encryption key to the portable player through the extended program installed in the customer computer;

(g) providing sample content encrypted using the customer-
10 unique encryption key to the portable player through the extended program installed in the customer computer; and

(h) performing a reproduction test wherein whether or not the deciphered sample content can be reproduced in the portable player is checked after the encrypted sample content is deciphered using the
15 customer-unique encryption key stored in the portable player.

9. A computer readable recording medium in which a computer program for performing a method for operating a site providing encrypted contents is stored, the method includes a site server as a medium in a computer network system wherein the site
5 server and customer computers are connected through a communication network, wherein the method for operating the site comprises the steps of:

(a) the site server determining whether or not a customer accessing the site is a registered subscriber;

10 (b) automatically generating a customer-unique encryption key, establishing the site, and logging-in through a main page wherein the customer can select desired contents, when it is determined that the customer accessing the site is a non-subscriber in the step (a) and the non-subscriber customer requests to register as a subscriber by
15 providing his personal information to the site server;

(c) logging in through the main page wherein the customer can select desired contents when, in the step (a), it is determined that the customer accessing the site is a subscriber using customer information provided by the customer computer; and

20 (d) providing the content selected using the customer computer, to the customer computer, after encrypting the content with the customer-unique encryption key.

10. The computer readable recording medium of claim 9, wherein in the step (a), the site server determines whether or not a customer accessing the site is a registered subscriber.

11. The computer readable recording medium of claim 9, wherein the site is established using environment information from the customer computer.

12. The computer readable recording medium of claim 9, wherein establishing the site using environment information from the customer computer comprises the steps of:

5 (b1) providing and installing the customer-unique encryption key and a computer-dedicated player for reproducing the contents in the customer computer;

(b2) providing sample content encrypted using the customer-unique encryption key to the customer computer;

10 (b3) deciphering the encrypted sample content with the customer-unique encryption key stored in the customer computer and performing a reproduction test by checking whether or not the deciphered sample content can be reproduced by the installed computer-dedicated player.

13. The computer readable recording medium of claim 9, wherein in the step (b), the site is established using environment information from a portable player whereby the site server installs, in the customer computer, an extended program for controlling data
5 transmission to the portable player that is connected to the customer computer, at the request of the customer computer.

14. The computer readable recording medium of claim 13, wherein establishing the site using environment information from the portable player comprises the steps of:

- (e) the site server providing and installing an extended program
- 5 to the customer computer at the request of the customer computer;
- (f) providing the customer-unique encryption key to the portable player through the extended program installed in the customer computer;
- (g) providing sample content encrypted using the customer-
- 10 unique encryption key to the portable player through the extended program installed in the customer computer; and
- (h) performing a reproduction test wherein whether or not the deciphered sample content can be reproduced in the portable player is determined after the encrypted sample content is deciphered using the
- 15 customer-unique encryption key stored in the portable player.